

Guide for Sponsors

AFNG

الاتحاد العربي للمنظمات غير الحكومية
Arab Federation of
Non-Governmental Organizations

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Together towards peace

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الاتحاد العربي للمنظمات غير الحكومية

Arab Federation of Non-Governmental Organizations

Dear Sirs/Madams, we present to you the Guide for Sponsors by the Arab Federation of Non-Governmental Organizations.

This guide has been prepared as an informative and practical tool for non-governmental organizations in the Arab world and those interested in participating in the Federation's activities in general. The guide highlights the importance of sponsors as vital partners in supporting projects and programs of non-governmental organizations.

With our extensive experience in the humanitarian and development field, the Arab Federation of Non-Governmental Organizations seeks to enhance strategic partnerships between organizations and sponsors.

The Federation is considered a reliable reference for Arab organizations in providing advice and support in the process of finding sponsors and managing relationships with them.

The Arab Federation of Non-Governmental Organizations provides a cooperative environment for non-governmental organizations to exchange knowledge and experiences.

It also works to empower non-governmental organizations to access the necessary tools and resources to achieve their desired goals.

The preparation of this guide reflects the commitment of the Arab Federation of Non-Governmental Organizations to promote transparency and professionalism, and to enhance the organizations' capacity to achieve their vision and mission through strong and fruitful partnerships.

Together, we can build strong partnerships to achieve positive change in the Arab world... Let us reach peace together.

Summary

Sponsors are vital partners for non-governmental organizations in supporting their projects and programs, and the guide aims to provide practical advice and guidance for organizations to successfully deal with these partnerships.

The guide includes comprehensive information about the concept of sponsors and their types, with a focus on the importance of selecting appropriate sponsors to achieve the organization's goals and principles of strong partnership. To inspire organizations and provide practical examples, the guide will include success stories of sponsors supporting non-governmental organizations in the future.

The guide concludes with a section covering laws and regulations related to sponsors and non-governmental organizations.



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Concept of Sponsors



What does it mean to be **a partner and sponsor?**

Sponsors aren't just financial, moral, scientific, or administrative supporters. They represent a strong bridge that connects non-governmental organizations with the community and different sectors, facilitating the path towards achieving our goals by supporting and assisting us.

They share the vision and objectives with organizations and contribute to building sustainable strategies to achieve change and positive impact.

Sponsors provide advice, guidance, and professional expertise, helping to enhance the quality and effectiveness of programs.

Types of Sponsors



The types of sponsors vary according to the level of support they provide, and they can be classified as follows:



Diamond Sponsor



Companies: These include large, medium, and small companies that provide financial support to non-governmental organizations. These companies may operate in the same field or sector as the organization.



Platinum Sponsor



Academic and Research Institutions: These institutions fund research and development projects that contribute to the development of communities, social issues, and the environment.



Gold Sponsor



Governmental Entities: Non-governmental organizations collaborate with governmental entities at the local, regional, or international level to obtain financial support or provide services to the community.



Silver Sponsor



Individuals: Individuals can play an important role in supporting non-governmental organizations through personal donations, volunteering, and participating in activities and events.

These classifications in types of sponsors provide multiple opportunities for non-governmental organizations to collaborate and build strategic partnerships with different categories of supporters, enhancing their ability to achieve a positive impact in the communities they work in.



Choosing the Right Sponsors

Choosing the appropriate sponsors for the Arab Federation of Non-Governmental Organizations is an important process that requires careful evaluation of several factors.

The Federation must take deliberate steps to ensure the selection of sponsors who align with its values and objectives.

The following are some important factors to consider when choosing sponsors:



Alignment with the mission and values

Sponsors should have a clear alignment with the mission of the Arab Federation of Non-Governmental Organizations and its values. They should share an interest in the social, environmental, and humanitarian issues that the Union works to promote.



Credibility and reputation

Sponsors should have a good reputation and high credibility.



Capacity and resources

Sponsors should have the necessary capacity and resources to support organizations and meet their needs.



Strategic partnership

The sponsor's vision should align with the Federation's vision and strategic objectives. Collaborative cooperation can be enhanced through the development of joint strategic plans and the identification of expected goals and outcomes.



Experience and guidance

Sponsors should have experience and knowledge in the fields in which the Federation operates. They can also provide guidance and technical advice to enhance the Federation's capabilities and positive impact.



Networking relationships

Sponsors should have a strong network of important relationships and potential partnerships, facilitating access to resources and new opportunities.

Benefits and Advantages

The concept of partnership is essential in the world of non-governmental organizations, as it represents a strategic collaboration between participating parties to achieve common goals.

Strong partnerships are fundamental in enhancing organizations' capacity to make a positive impact on society.

In return, sponsors gain numerous benefits from their partnership with the Arab Federation of Non-Governmental Organizations, including:

1. Reputation and standing enhancement: Sponsors can enhance their reputation and standing in society and relevant fields by associating their name with a highly regarded and trustworthy entity like the Arab Federation of Non-Governmental Organizations.

Supporting these charitable activities signals a commitment to social values and social responsibility.

2. Communication and networking opportunities: Sponsorship provides an opportunity for communication and interaction with a wide network of non-governmental organizations, companies, donors, and other participants in the humanitarian and development fields. By leveraging these opportunities, sponsors can build business relationships or strategic partnerships.

3. Strategic vision and knowledge: Sponsors have the opportunity to gain strategic insights into humanitarian and development work in the Arab region.

They can share their experiences and knowledge with organizations, gaining a deeper understanding of the issues and challenges facing target communities.

4. Marketing and advertising: Sponsors can use their name and logos in marketing and advertising materials related to the Federation's activities.

They can also benefit from media and promotional channels adopted and supported by the Federation to disseminate success stories and achievements, thereby enhancing their overall profile and brand awareness.

5. Personal satisfaction and sense of accomplishment: Sponsorship plays a role in improving personal satisfaction and a sense of accomplishment for sponsors.

By knowing that they are supporting an important humanitarian cause and contributing to positive social change, sponsors can strengthen their sense of responsibility and self-fulfillment.

Our accredited branches

Algeria



Mauritania



Nouakchott

Bahrain



UAE



Emirate of Abu Dhabi

Manama

Morocco



Egypt



Alexandria

Berkane

Palestine



Libya



Benghazi

Tunis



Saudi Arabia



Tunisia.

Jidah

Somalia



Sultanate of Oman



Hargeisa

Muscat

Nigeria



Jordan



GABON
Plateau State

Amman, Irbid

Kuwait



Yemen



Kuwait Al-Asimah

Yemen

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